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IV Semester B.B.A. Degree Examination, September/October - 2022

AVIATION MANAGEMENT

Travel and Tourism Management

(CBCS - Freshers Scheme -2018-20 Onwards)

Paper : 4.6

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers to be written completely in English Only.



SECTION - A

I. Answer any five of the following questions, each carrying two marks.

(5×2=10)

1. a) Give the meaning of travel and tourism management.
- b) Expand IATA and ATC.
- c) List out any four global indicators used in Airline industry.
- d) Show the difference between Business visa and Student visa.
- e) State any four purposes of tourism.
- f) Mention the founded year and headquarters of International Academy of Tourism and International Bureau of Social Tourism.
- g) Name any two types of Tourism available in Kerala India.

SECTION - B

II. Answer any three of the following questions, each carrying six marks.

(3×6=18)

2. Briefly explain the objectives of IATA.
3. Explain the various types of Passports.

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4. Write a note on
 - a) Call Day Rates (CDR)
 - b) Five Day Rates (FDR).
5. Explain the different types of tourism products.

SECTION - C

III. Answer any three of the following questions, each carrying fourteen marks.

(3×14=42)

6. Discuss the functions and aims of IATA-ICAO.
 7. Explain the procedure of ramp handling and ramp safety.
 8. Project and discuss the classification of tourism in detail.
 9. Illustrate the chart of different types of tourism and briefly explain.
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